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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

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SEP 19 2006

PATENT APPLICATION

Applicant(s): Donald F. Gordon et al.

Case: SEDN/308
(19880003900)

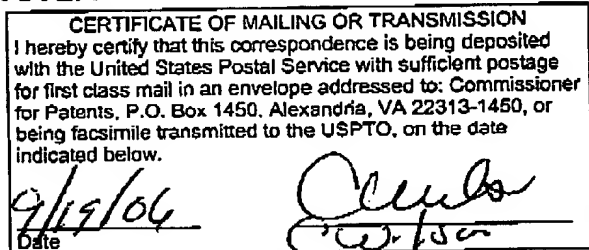
Group Art Unit: 3623

Serial No.: 09/737,841

Filed: December 14, 2000

Examiner: Jeanty, Romain

Confirmation #: 9495

Title: METHOD AND APPARATUS FOR COLLECTING AND
REPORTING CONSUMER TREND DATA IN AN INFORMATION
AND DISTRIBUTION SYSTEM

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE UNDER 37 C.F.R. 1.111

SIR:

This is in response to the non-final Office Action mailed June 27, 2006.

The Commissioner is authorized to charge any fees due, including claim fees and extension of time fees, required to make this filing timely and complete to Applicants' attorneys' Deposit Account No. 20-0782/SEDN/308.